



**G.S. FLOOR**

VOLUME I, ISSUE 4

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# Ground Floor News

*G.S. FLOOR DESIGNS & HOME DEPOT  
PARTNERS IN PROGRESS*



*L-r: Paul DiTommaso, Nicole Sullivan and Howie Odle*

[news@gsfloor.com](http://news@gsfloor.com)

## G.S. Floor Designs Foremen - Customer Satisfaction First



As you know, G.S. Floor Designs recently revised the customer service program, led by Nicole Sullivan.

In addition to assisting both the Home Depot store associates and customers before and during the installation process, Nicole and her team also assist in any issues that arise after the installation is complete.

What does that mean and how does that process work? If a customer has a concern about any aspect of a job, either during the sale, initial installation or afterwards, Nicole's team is ready to step in and solve

the problem. Sometimes this involves sending out one of the Foremen, Paul DiTommaso or Howard Odle in order to determine the exact cause of the problem and the best way to solve it or to diagnose any pre-existing conditions that may affect the final result.

Commonly, Foremen are called for detailed stair runners in order to ensure proper layout, as well as other stair issues such as stairnose for laminate and hardwood. Other common questions involve leveling, tile around drains, carpet seaming and millwork. Naturally, Foreman are always available for inspections.

Of course, it's always better to call before the install begins - if you're unsure that a certain product will work in the intended installation area or if your customer has informed you of special existing conditions, or if you're just uncertain about something, call Nicole at (847) 394-4000, option 4 and she will answer your questions. If she isn't sure, she will conference in either Paul or Howie for direction.

Don't forget, you can always send an email to:

[ChicagoCustomercare@gsfloor.com](mailto:ChicagoCustomercare@gsfloor.com)



### Inside this issue:

Meet G.S. Floor Designs: Norm Hoppe 2

Meet Measure Comp: Jim Christley 2

Crew Spotlight: AGL Flooring 2

Tip of the Month: New Delivery / Pick-up Process 3

Fuzzy Side Up: Transitions 3

Hard Surface Scoop: Vinyl Bubbles 3

Tech Talk: MeasureComp 4

## Waivers R Us

Looking for a waiver for a completed installation? Ever wonder how the waivers are put into the system?

At G.S. Floor Designs, Inc. when an installation is completed, the Accounting Department is in charge of the waivers process. The installation is reviewed and waivers are verified then faxed to

Home Depot Central. The team at Home Depot Central then makes sure the waiver is compliant and it is uploaded.

It is important to keep in mind that from the installation completion date, it generally takes a maximum of 72 hours for the G.S. Floor Designs, Inc. Accounting team to receive the com-

pleted install paperwork - our turn around time is within eight hours of receipt of the paperwork.

This is a great process and most times you will find the waiver you need very easily, versus waiting for a response to a note in iBridge.

*(continued on page 4)*



## Meet G.S. Floor Designs: Norm Hoppe

Born and raised in Chicago, Estimating Manager Norm Hoppe brings 40 years of flooring expertise to G.S. Floor Designs.

Graduating from Maine West High School in 1964, Norm joined the United States Navy; while stationed in Scotland, he met and married his wife June.

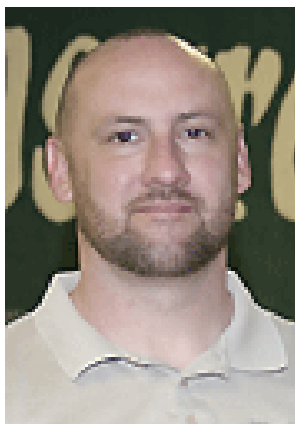
After his service on the air-

craft carrier *U.S.S. Coral Sea* in the West Pacific, Norm was honorably discharged in 1968. His first civilian job was at the Skokie Montgomery Ward department store, where he climbed through the ranks from Salesman to Assistant Manager.

After working part-time at night to learn the installation business, Norm opened his own flooring business, Preci-

sion Carpet Installations and worked for a number of leading retail companies from 1972 through 2001, including Signature Flooring as Foreman/Measurer and Sales, before joining G.S. Floor Designs, Inc. as Estimating Manager.

Norm enjoys painting landscapes, drinking wine and listening to reggae music.



## Meet MeasureComp: Jim Christley

Jim Christley brings real life experience to his position as Vice President of Business Development for MeasureComp. He began his flooring career in management for Color Tile, and soon was promoted to Regional Product Training Manager. Jim left Color Tile to join Shaw Industries where he was the

Regional Supervisor for Estimators in charge of hiring and training all new estimators and managed Shaw's closing in the home program. In 1998, he moved to Michigan to help rollout and develop MeasureComp as the nation's leading measure service. As Vice President of Business Development, he

coordinates development of all new programs for existing and new business ventures from the MeasureComp perspective. Jim has a B.A. from Grove City College and has extensive knowledge in blueprint development and translation, which he has put to use every day at MeasureComp.



## Crew Spotlight: AGL Flooring

Independent contracting company AGL Flooring has been installing floors for 20 years.

Originally from Mexico, owner Antonio Garcia Lopez learned the flooring business while working for his brother, a high-end builder in California, where they specialized in retrofitting older homes and

buildings to become more stable during an earthquake.

Fully insured and incorporated in the State of Illinois, Antonio and his five crew members specialize in tile installations.

Proud of special services he provides, Antonio is constantly recognized by customers for

his dedication in going "above and beyond" and ensuring the job is done right the first time.

Currently a resident of Highland Park, Illinois, Antonio, his wife and four-year old daughter enjoy volunteering for Habitat for Humanity and supporting the Chicago Cubs.

## Tip of the Month: Pick-Up & Delivery Process

On Monday, August 18, 2008 G.S. Floor Designs implemented a new truck route to better serve the stores in the Chicago market. According to Lori Miglieri, Office Manager of the Arlington Heights facility, “We’ve updated the way we do business in just about every aspect; with today’s gas prices, it’s silly to *not* have a plan for the trucks.”

Highlights of the new process include an email address used

for submitting a request, [delivery@gsfloor.com](mailto:delivery@gsfloor.com) or faxing request to Lori at (847) 394-4011.

Due to the tight schedule, all pick-ups need to be ready when the driver arrives at the store and checks in at the Service Desk. The wait period for product pick-up is 15 minutes; any product not ready within that timeframe will be added to the next scheduled store pick-up. Unfortunately,

we will no longer be able to pick-up material at the store Receiving Department.

On Friday, August 22, an email was sent out detailing this process and the daily store route; if you haven’t received this information or have a question, please be sure to send a message to [delivery@gsfloor.com](mailto:delivery@gsfloor.com) for more details.



Have a question?

Want to suggest a topic for next month’s newsletter?

Send us an email at

[news@gsfloor.com](mailto:news@gsfloor.com)

## Fuzzy Side Up: Transitions

Every single carpet job will have at least one transition. What does that mean?

Transitions are used at doorways to transition from room to room. When moving from carpet to carpet, usually metal transitions are used. They come in two colors - gold or silver.

Sometimes when joining carpet

to a hard surface product, such as tile, installers will use what’s called a t-mold or a custom piece, depending on the customer’s choice and the condition of the existing hard surface product.

Why are transitions important? Well, because if your customer has a particular color in mind, you should put this in the

“Custom Notes” on the order. All G.S. Floor Designs, Inc. affiliated Independent Contractors carry both gold and silver metal transition pieces to a carpet installation and the customer will be asked to confirm the color prior to installing.

Call us at (847) 394-4000, option 4- we can answer all your questions.



## Hard Surface Scoop: Vinyl

Vinyl is actually a pretty difficult product to install—it’s become a lost art, since there are very few qualified vinyl installers today. There are two ways to install this product.

Prior to installation, it’s critical that the underlayment or existing floor be perfectly smooth and all seams patched in order to avoid telegraphing through the new vinyl.

When some vinyl sheet goods are installed, it’s given what’s called a “full spread” meaning that adhesive

(Thinspread) is troweled over the approved manufacturers underlayment then the vinyl is laid and rolled with a 200-pound roller, which causes air to be forced out between the layers and ensuring full contact.

New vinyl *can* be laid over an existing vinyl floor, provided that the old floor has been skimcoated to cover any embossing or pattern - which may take several coats to ensure complete smoothness - but it’s always better to do it right the first time and remove the old flooring

altogether. And remember, you cannot lay vinyl over more than one layer of existing vinyl.

The second installation method for vinyl is known as “perimeter glue”. After the subfloor or existing vinyl floor is prepared correctly, Thinspread is troweled around the perimeter of the room and the vinyl is laid and rolled. As the adhesive dries, the vinyl shrinks, flattens and sets.

Call us at (847) 394-4000, option 3 for more details .



## Waivers R Us - continued from page one

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Have a question?

Want to suggest a topic for  
next month's newsletter?

Send us an email at  
[news@gsfloor.com](mailto:news@gsfloor.com)

Not sure how to find a waiver?

- Log-in to "My Apron"
- Choose "Workbench"
- Select "Applications"
- Scroll down and click on "Document Viewer"
- Opens up all daily waivers and measures
- Search for waiver by customer PO number
- On the next screen you should see the waiver line
- Click on it and on the next screen the waiver will appear.

Remember to check 3-5 days after the installation date for the waiver in the system.

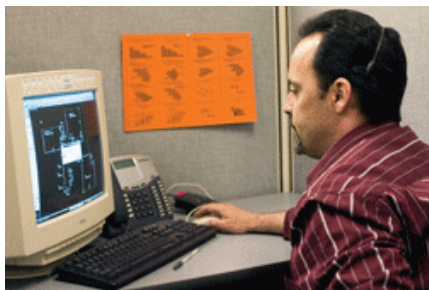
Our goal is to always have the waiver into the Home Depot system as soon as possible!

G.S. Floor Designs, Inc. Accounting Team



Front: Kim Carlisle, Nicole Crutchfield

Back: Kathy Jendrzeczyk, Eileen Green



## Tech Talk with MeasureComp - Setting the Right Expectations



A note from Greg Karenke



Create excellent customer service by setting the RIGHT EXPECTATIONS. You can do this by explaining the process from deposit to installation.

Home Depot needs a deposit to start the process. *Do not tell the customer they need to pay for the measure.*

Have the customer select a Measure Date that they are available between 8am & 5pm. *Keep in mind that during certain promotions, the technician may run after 5pm and if that's the case, let the customer know.*

The technician will call them between 7 am & 9am that morning and give them a two-hour time window when they will be in your area. *If there are time restrictions, select a different date when there is no time restrictions.*

The technician will arrive at the customer's home and measure the areas

selected. The technician may have some questions regarding unforeseen existing flooring that they may not be able to confirm what is there. Then they will have the customer sign off on their computer after they confirm they have all areas on their work order. *They will not answer any questions regarding installation, nor will they give their opinion of the selected product.*

The customer will receive a call with a quote 3 to 5 business days from the date of the measure. *At that time they can take credit card information over the phone or the customer can go into the store to make the purchase.*

Once the sale is tendered, a purchase order for the installation will be generated and sent to G.S. Floor Designs, Inc. and the G.S. team will call the customer to schedule the installation.

Have a great Halloween, everyone!



MeasureComp LLC.

Local Management Team

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